THIRTY-THREE RACERS IN HOOSIER EVENTS

At Least Three French, Two English and Three Italian Cars Are Expected to Start.

mile race is being groomed for entry in the 1916 contest by W. E. Wilson, according to a report issued by the installation of smaller cylinders.

Inasmuch as a reduction of only eighty cubic inches is necessary, it is thought the contest in the contest of the c cubic inches is necessary, it is thought the change will be easily accomplished. Interest is lent the transformation by the report that it is to take place in cities.

NEWS NOTES FROM AUTO

500,000

Strong

Lined up for your review

by General Service

Just think it over for a minute.

Diamond Tires.

tire buyer.

Size

for replacement or adjustment.

Talk about an army of facts-we have

been able to check up the returns from 500,000

This is no puny group of isolated tire

testimonials, it's a real report from hundreds

of Diamond Tire distributors on tires sold and

No tire manufacturer ever dared to

speak in public about such a report, let alone

offer to place it in the hands of every interested

Use the return coupon and receive the book of

compelling tire facts showing that on an average but one Diamond Tire out of every hundred was returned

Added to the wonderful Diamond service you can new buy Diamond Squeegee Tread Tires at the following

"FAIR-LIST" PRICES:

PAY NO MORE

PUT ON

Size

36 x 41/3 37 x 5

38 x 51/2

34 x 4

Diamond Squeegeo

14.00

tires returned for replacement or adjustment.

tended the opening of the exposition, which he pronounced the most beautiful he has ever witnessed, and at which he says nearly every make of motor car in the United States is on exhibi-

Boston's automobile show, recently concluded, practically winds up the show season, which opens officially each year with the great New York exhibit, and motor car makers are now enabled to pause a moment for breath and sum up results.

Signs, Says W. W. Ramsey.

"With the wheat crop of 1914 reaching the magnificent total of \$91,000,000 passing and the corn crop passing again the 2,500,000,000 bushel figures, and a market exceeding the demand of

During February inquirles were 500

Hundreds of cars are being shipped direct to Southern California from the East for use in visiting the exposition

the report that it is to take place in the shops of the Packard Company, the Detroit concern which already has De Palma's machine in charge, for the purpose, it is said, of fitting a new body. It is thought this is more than a coincidence, i. e., that Packard has serious thoughts of racing.

Carl, alias "Dutch" Klein, who rode with Bob Burman in the last Indianapolls 500-mile race, is being touted as driver of a second Cornellan car in the next Hoosier contest, to team with Louis Chevrolet, who has already been entered. Klein's experience as a driver is limited, though as an expert in racing machines he has an excellent reputation. Under the tutelage of Chevrolet, it is thought, he would make an excellent showing.

C. A. Kuntz, a motorcyclist of Bremen, Ind., recently won a prize from the Technical World magazine for sending in the most interesting original news story. Kuntz is a milkman, and in his article tells how, for \$370, the price of a good team, he was able to make a motorcycle milk cart. He says he carries three milk cans in the is able to make his route in half the time required by horses. Each to get home. This distance he covers in just thirty minutes, while it took him two and a half hours to make the trip with a horse. Kuntz also uses his motorcycle for hauling supplies from town, and sometimes even carries young pigs and calves on the two-wheeler.

AND MOTORCYCLE FIELD

Boston's Antomobile Show Practically
Closed the Season—Many Inquiries
for Route Information.

Reports show that there are practically 7,000 motorcycles being used by rural mail carriers in the United States.

The Automobile Club of Southern California has begun a campaign to signpost every mile of the principal and secondary highways in the lower part of the State. Already 7,000 direction signs have been placed in its territory, in addition to its recently completed task of making the transcontinental trail from Kansas City to Los Angeles.

The steamer Arabic, which recently arrived in New York from Liverpool, carrying the largest mail consignment ever brought from England to the United States, brought nearly 100 inquiries to Dodge Brothers, Detroit, on the new car. Foreign interest in Dodge Brothers' car is shown by the great volume of mail and the numerous cablegrams received daily at the Detroit plant from all quarters of the globe.

Joseph R. Drake, vice-president of the Hupp Motor Car Company, has returned to Detroit, after a month's absence in California. Mr. Drake at-

ENCOURAGING PROSPECTS FOR THIS YEAR'S SALES

Splendid Wheat and Corn Crops of 1914 and Increasing Demand Are Good Signs, Says W. W. Ramsey.

ever before in her long and prosperous REINCARNATED FORD HAS history, and while heretofore he has received a good price for his crops he is now in a position to borrow more money than ever on his grain, and consequently can hold it longer before sell-

SAVED OWNERS MONEY

. Pierce Tells an Extraordinary Story on Resurrection of a "Pile of Junk."

hours, carrying repair parts weighing facturers who are equipping the over 200 pounds which were holding wheels of their cars with United States up the plowing outfit. Getting these on the ground meant big money to us. The trip to and from Wilkle is thirty-six miles, and it would have taken all day with a team.

"I was able to take my grow back."

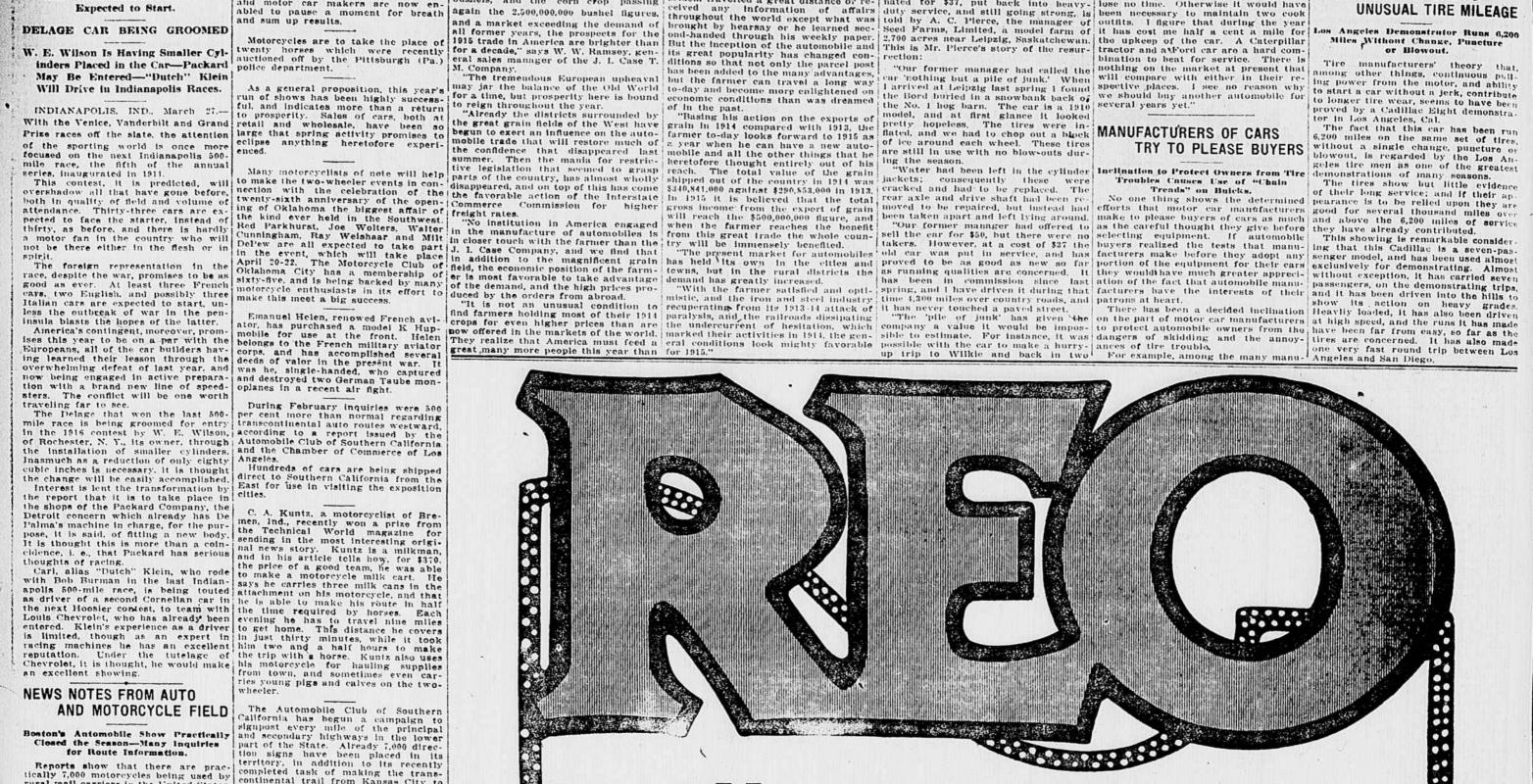
show season, which opens officially each year with the great New York exhibit, and motor car makers are now enabled to pause a moment for breath and sum up results.

Motorcycles are to take the place of twenty horses which were recently horses which were recently auctioned off by the Pittsburgh (Pa.)

Mith the wheat crop of 1914 reaching the wheat crop of 1914 reaching the magnificent total of \$91,000,000

"There was a time when the farmer seldom travelled a great distance or received any information of affairs throughout the world except what was brought by hearsay or he learned sections to the data forth from the outlying quarter car rescued from the scrap-pile, rejuvenated for \$37, put back into heavy-distance or received any information of affairs throughout the world except what was brought by hearsay or he learned sections to the cook car for meals and torth from the outlying quarter car rescued from the scrap-pile, rejuvenated for \$37, put back into heavy-distance or received any information of affairs throughout the world except what was brought by hearsay or he learned sections to the cook car for meals and torth from the outlying quarter car rescued from the scrap-pile, rejuvenated for \$37, put back into heavy-distance or received any information of affairs the corn crop passing seldom travelled a great distance or received any information of affairs through his weekly paper. By the cook car for meals and forth from the outlying quarter car rescued from the scrap-pile, rejuvenated for \$37, put back into heavy-distance or received any information of affairs sold by A. C. Plerce, the manager of Seed Farms, Limited, a model farm of 1915 trade in America are brighter than for through his weekly paper. By the cook car for meals and forth from the outlying quarter car rescued from the scrap-pile, rejuvenated for \$37, put back into heavy-distance or received any information of affairs and a market exceeding the world except what was brought the world except what was been added to take my crow back and forth

UNUSUAL TIRE MILEAGE



Have You Ordered That Reo of Yours?

WE DON'T LIKE to keep dinning at you. Seems inconsistent too when all the world knows that we don't need to worry about selling all the Reos the factory can give

IN FACT THE DEMAND is, according to advices from Lansing, where the Reos are made, more than four times the possible supply.

JUST THINK OF THAT! If there isn't food for optimism we don't know. If business is slack anywhere, it isn't with Reo. And the Reo demand, which is just as great in California as in New York State and just as excessive in Minnesota as in Texas, indicates that things must be pretty fair everywhere.

HERE'S A 25-ACRE PLANT running full force and over-time trying to meet a demand for automobilesand orders every day more than four times the possible output.

OF COURSE WE CAN'T SAY that all automobiles enjoy such a demand. Reo is unique among motor cars for many reasons. Reo cars have always been good cars-honest cars-dependable cars-and cars of such low upkeep cost that every Reo owner insists on his friends buying Reos in preference to any others.

THERE NEVER HAS BEEN a time since the first Reo was made that the big Reo plants could supply enough cars for all who wanted Reos.

AND THERE NEVER HAS BEEN a time when the bricklayers and carpenters were not building additions to that great plant. Never a time! They are always building at Lansing—a year between visits and you'd hardly recognize the place.

25 PER CENT OF LANSING'S population (40,000 people) derive their sustenance from the Reo pay-roll. And Lansing is one of the most prosperous cities in America today. 90 per cent of the men who make Reo cars own their own homes—are self-respecting, respected, independent citizens.

MAYBE THAT ACCOUNTS to some extent for the superior quality in Reo cars. Undoubtedly does.

ANYWAY THE FACT THAT INTERESTS you is that the demand for those cars is tremendous and that thousands-yes tens of thousands, are bound to be disappointed this year. Can't possibly get enough cars to go around. Late comers will simply have to wait or accept "substitutes."

THAT'S WHY WE ARE keeping up our advertising schedule just as if we had to sell the cars-we don't want you to blame us if you are late and can't get a Reo. It is bad to have too little business, but past experience with Reo over-demand makes us feel it is almost as bad to have too much. Buyers blame us for their own tardiness.

SO-THIS IS FAIR WARNING-orders that come at once can be filled and with fairly early deliveries while those who delay ordering will surely be disappointed.

THERE ARE TWO REOS this season—and one of them is the most popular automobile in America. We can't for the life of us tell which at this juncture.

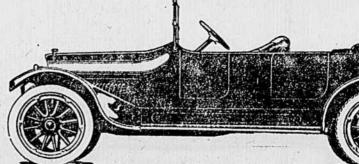
SUFFICE IT TO SAY the demand for the New Reo Six is more than four times as great as the factory capacity -and for Reo the Fifth it is also hopelessly in excess of our ability to produce.

AND NO WONDER: The New (1915) Reo The Fifth. "the Incomparable Four" at \$1050; and the New Reo Six, "the Six of Sixty Superiorities" at \$1385, represent, each in its power and price class—the greatest automobile value the world has ever seen.

ORDER YOURS NOW-that's the only way to be sure.

FRANKLIN-FOWLKES MOTOR CO. 1649 West Broad St.

Madison 5388

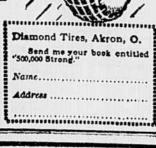


The New Reo Six \$1385 f.o.b. Lansing, Mich. "The Six of Sixty Superiorities"



Reo The Fifth \$1050 f. o. b. Lansing, Mich. "The Incomparable Four"

The Standard Auto Top Co. Randolph, 788.



O LOOK WHAT'S HERE

\$20.35

33.90

46.00

Ford One-Man Tops, Silk Mohair, Complete with Jiffy Curtains and Boot, \$45.00.

\$10.00 Allowed for Your Old Top

We are the season's best on seat covers. We don't try to better the other fellow's price; we better the quality for the same price.

204 North Jefferson Street